Please note new indexing system for 1986 releases:

V27	QBE	86Q1
Volume Number	Quarterly Business Expectations	1986 1st quarter

The Dun & Bradstreet Corporation

C3150-4A

The Dun & Bradstreet Business Expectations Survey

Prepared by the Economic Analysis Department

V27-QBE86Q1 For Immediate Release

News

Contact: Reid H. Gearhart, (212) 593-6727

FIRST-QUARTER 1986 BUSINESS EXPECTATIONS REFLECT CAUTIOUS OUTLOOK

OPTIMISM REGARDING FIRST-QUARTER SALES, PROFITS AND EMPLOYMENT IS UNCHANGED FROM PREVIOUS QUARTER

NEW YORK, Dec. 31--Optimism regarding first-quarter business activity remained essentially unchanged compared with the outlook for the fourth quarter last year, when expectations dropped to their lowest levels since mid-1983, according to The Dun & Bradstreet Corporation's latest quarterly nationwide survey on business optimism.

"The results of the survey reflect the fact that many business leaders are unsure about the outlook for the economy, despite the prevailing forecasts for stronger growth this year," said Joseph W. Duncan, corporate economist and chief statistician for The Dun & Bradstreet Corporation.

In its survey, Dun & Bradstreet asked 1,468 business executives if they expected increases, decreases or no changes in first-quarter sales, profits, prices, employment, inventories and new orders.

Regarding expectations for increased sales, 68 percent of the executives surveyed said they expect higher sales in the first quarter, down slightly from 71 percent in the fourth quarter last year. A breakdown of the results by industry sector showed that manufacturers of non-durable goods were the most optimistic, with 78 percent forecasting gains in sales. In contrast, retailers were the least optimistic, with 65 percent expecting increased sales, down from 73 percent in the fourth quarter.

"Since fewer retailers expect higher sales in the first quarter, we may see significant post-holiday price cutting as shop owners try to stimulate business," said Duncan.

The overall outlook for increased profits fell slightly in the first quarter, with 62 percent of the firms expecting gains versus 63 percent in the fourth quarter. Manufacturers of non-durable goods again expressed the most optimism, with 71 percent forecasting increases, up from 62 percent in the preceding quarter. The percentage of retailers expecting higher profits in the first quarter fell to 58 percent from 66 percent in the fourth quarter, providing further evidence of expected price reductions in the first quarter. The profits outlook among wholesalers and durable goods manufacturers was essentially unchanged.

The percentage of firms expecting to increase prices in the first quarter fell to 30 percent from 32 percent in the fourth quarter, indicating a continued lack of inflationary pressure. The largest decrease in expectations for higher prices occurred among manufacturers of non-durable goods, 27 percent predicting markups in the first quarter, compared with 31 percent in the fourth quarter.

The percentage of firms planning to build their inventories also declined slightly in the first quarter, falling to 33 percent from 35 percent in the fourth quarter. Only non-durable goods manufacturers and wholesalers said they expected to increase their inventories.

Mr. Duncan noted that the reduced numbers of businesses planning to increase their inventories was consistent with the decline in optimism regarding higher sales.

Regarding employment, the percentage of firms planning to add workers in the first quarter fell to 24 percent from 26 percent in the fourth quarter. The decrease was more than offset, however, by a decline in the percentage of firms planning cutbacks, which fell to 6 percent from 9 percent.

Expectations for new orders by manufacturers of non-durable goods increased to 72 percent from 68 percent in the fourth quarter. Moreover, the percentage of non-durable manufacturers expecting decreases in new orders dropped to 2 percent from 8 percent in the previous quarter. Expectations for new orders among durable manufacturers were essentially unchanged.

The accompanying charts illustrate Dun & Bradstreet's quarterly optimism indices for sales, profits and employment (the indices are calculated by subtracting the percentage of respondents expecting decreases from the percentage expecting increases; the percentage forecasting "no change" have no influence on the indices) for the period 1980 through the first quarter of 1986. While these indices have declined from the near-record levels reached in 1984, optimism remains relatively high compared with the overall trends in the index in recent years.

The Dun & Bradstreet Corporation is the world's largest producer and marketer of business information and related services, with worldwide operating revenues of nearly $2.4 billion in 1984.

(See Attached Tables)

SURVEY OF BUSINESS EXPECTATIONS
Conducted by Dun & Bradstreet

WHAT BUSINESS EXECUTIVES EXPECT FOR THE
FIRST QUARTER OF 1986 COMPARED WITH THE FIRST QUARTER OF 1985

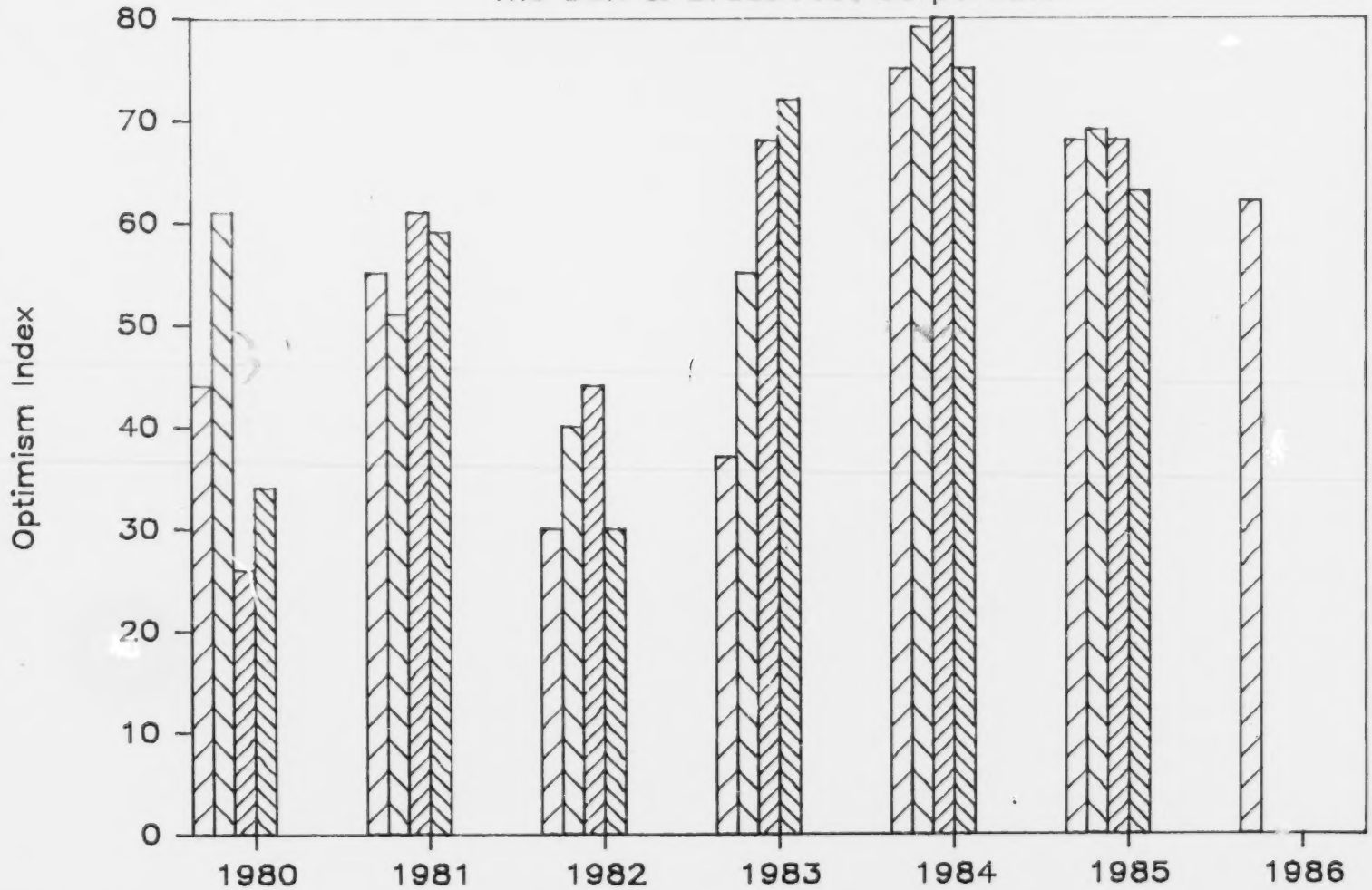
(Interview Period: November 11 to 22, 1985)

		All Firms	All Manufacturers	Manufacturers Durables	Manufacturers Non-Durables	Wholesalers	Retailers
	Number Reporting:	1,468	622	426	196	459	387
Net Sales	% Expecting — Increase	68%	72%	69%	78%	67%	65%
	% Expecting — No Change	26%	22%	23%	19%	28%	28%
	% Expecting — Decrease	6%	6%	8%	3%	5%	7%
	Number Reporting:	1,403	585	401	184	438	380
Net Profits	% Expecting — Increase	62%	69%	68%	71%	58%	58%
	% Expecting — No Change	31%	25%	24%	25%	34%	36%
	% Expecting — Decrease	7%	6%	8%	4%	8%	6%
	Number Reporting:	1,445	615	424	191	448	382
Selling Prices	% Expecting — Increase	30%	29%	30%	27%	32%	29%
	% Expecting — No Change	66%	67%	66%	70%	64%	67%
	% Expecting — Decrease	4%	4%	4%	3%	4%	4%
	Number Reporting:	1,447	613	422	191	450	384
Inventories*	% Expecting — Increase	33%	36%	35%	39%	30%	31%
	% Expecting — No Change	50%	49%	48%	49%	54%	48%
	% Expecting — Decrease	17%	15%	17%	12%	16%	21%
	Number Reporting:	1,471	622	426	196	458	391
Employees*	% Expecting — Increase	24%	32%	33%	30%	20%	16%
	% Expecting — No Change	70%	61%	58%	65%	76%	79%
	% Expecting — Decrease	6%	7%	9%	5%	4%	5%
	Number Reporting:		601	415	186		
New Orders	% Expecting — Increase		70%	70%	72%		
	% Expecting — No Change		24%	23%	26%		
	% Expecting — Decrease		6%	7%	2%		

* End of Quarter

Business Expectations — Sales

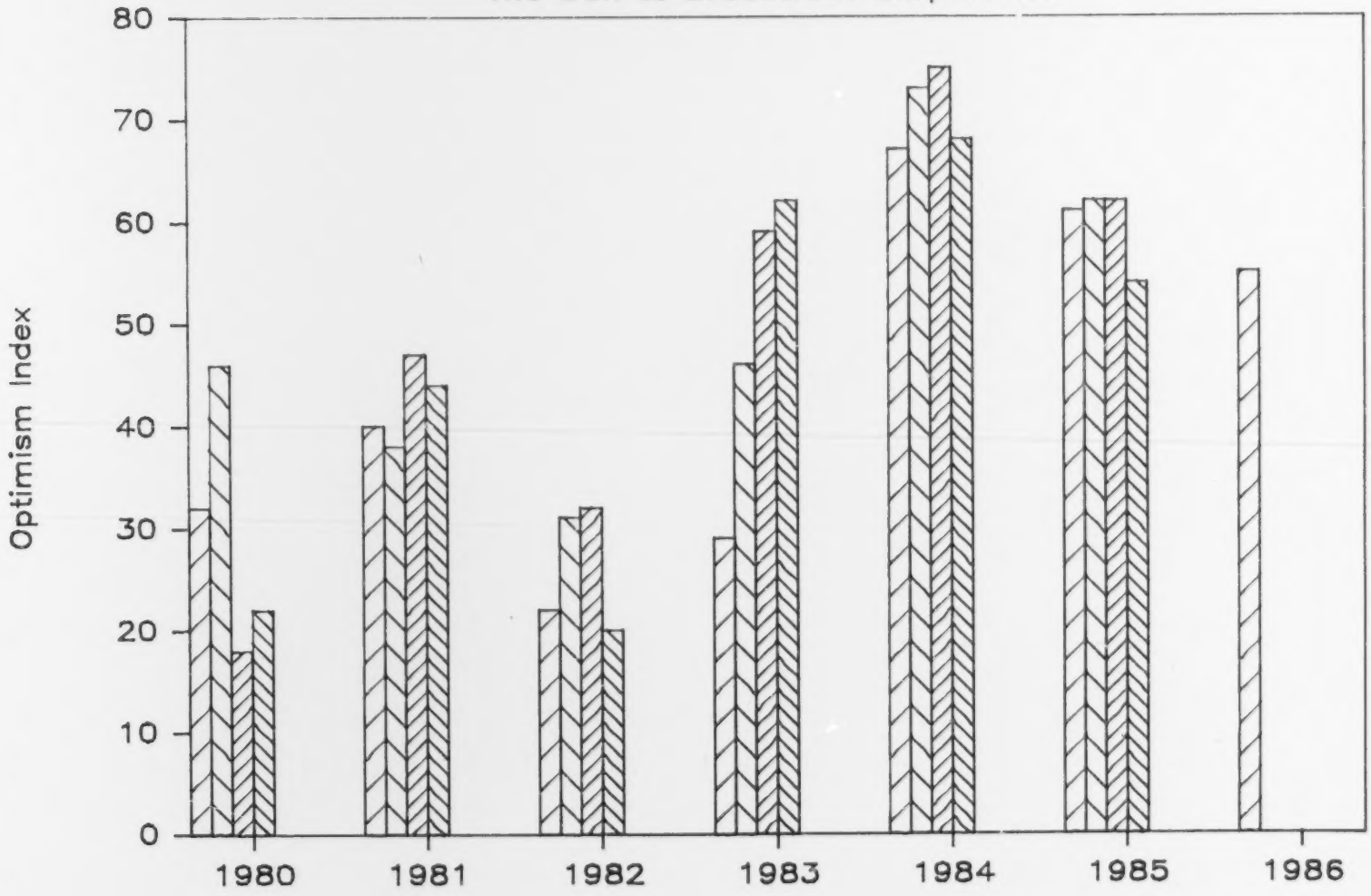
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

Business Expectations — Profits

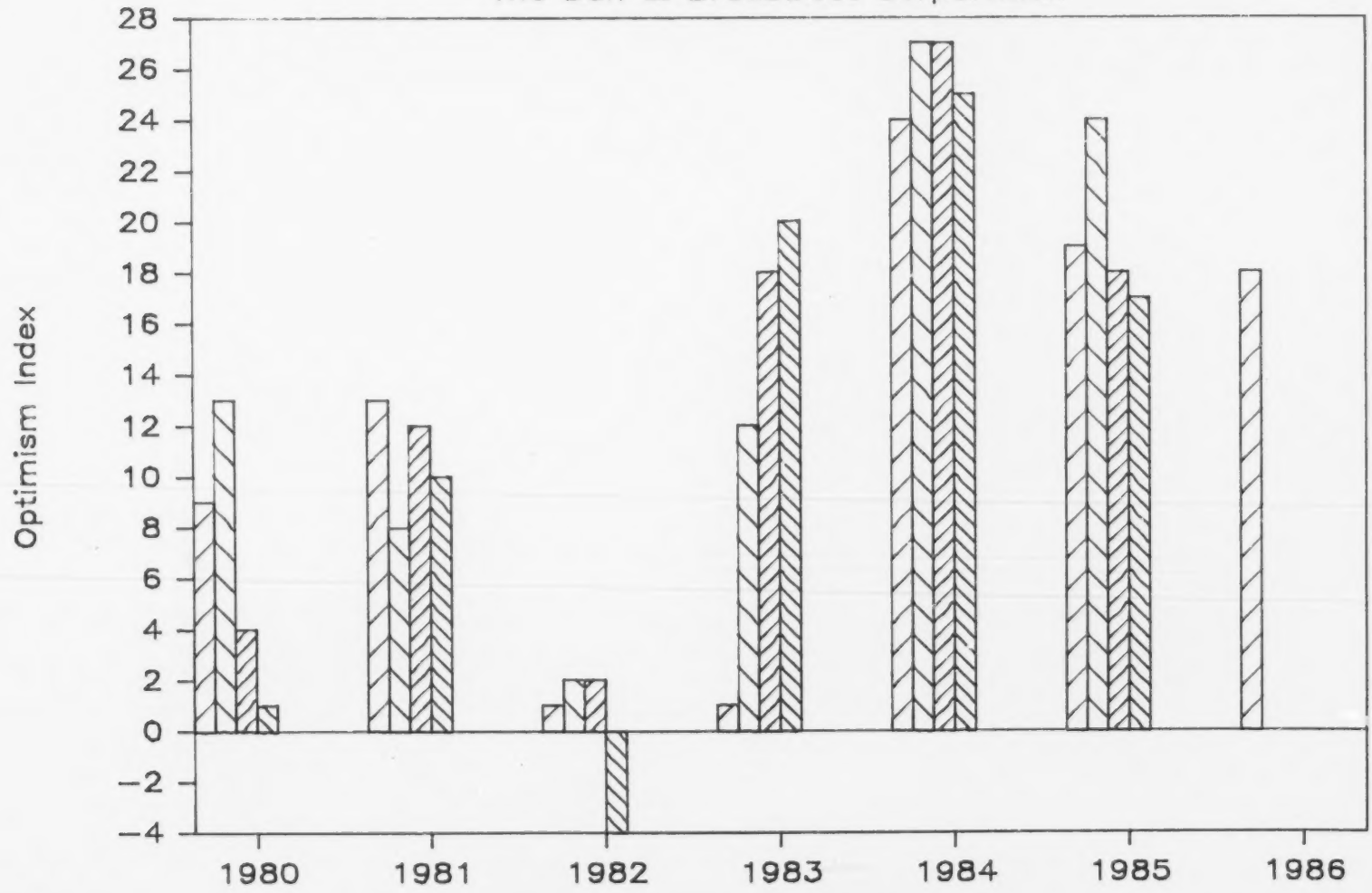
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

Business Expectations — Employment

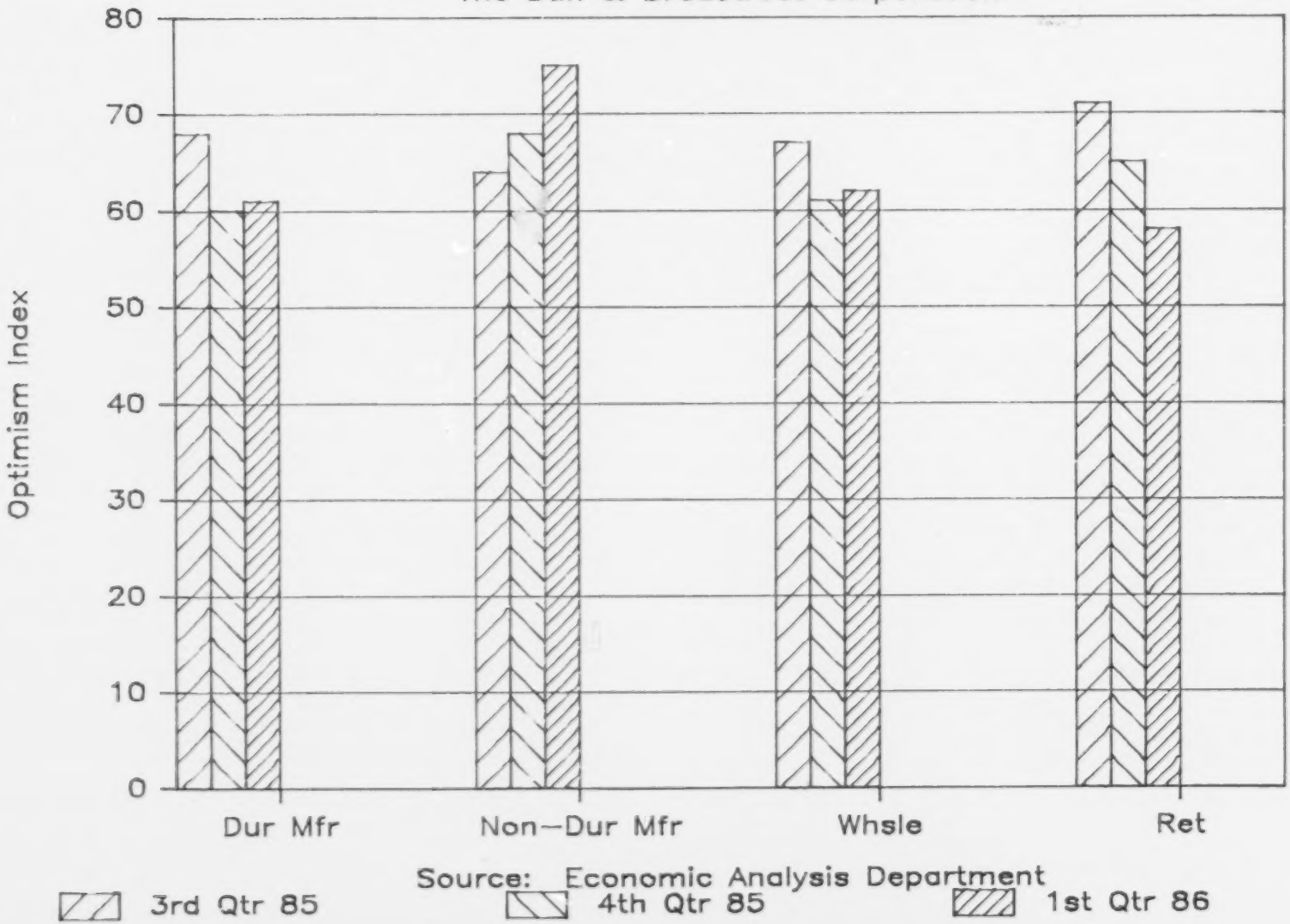
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

D&B – SALES OPTIMISM INDEX

The Dun & Bradstreet Corporation



Source: Economic Analysis Department

December 31, 1985
(2397)

The Dun & Bradstreet Corporation

C3150-4

The Dun & Bradstreet Business Expectations Survey

Prepared by the Economic Analysis Department

V27-QBE86Q2 For Immediate Release

News

Contact: Reid H. Gearhart, (212) 593-6727

SECOND-QUARTER 1986 BUSINESS EXPECTATIONS UPBEAT FOR SALES, PROFITS, PRICES AND EMPLOYMENT

RETAILERS AND WHOLESALERS MOST OPTIMISTIC ABOUT PROFITS, INVENTORIES AND EMPLOYMENT

NEW YORK, March 20--The nation's business executives are significantly more optimistic about prospects for increased sales, profits and employment in the second quarter, following two quarters of cautious expectations, according to The Dun & Bradstreet Corporation's latest nationwide survey of business optimism.

"The current survey results reflect the fact that the economy is strengthening after a lull in 1985," said Joseph W. Duncan, corporate economist and chief statistician for The Dun & Bradstreet Corporation. "Strong consumer demand and reduced competition from imports have fueled the brighter outlook."

In its survey, Dun & Bradstreet asked 1,465 business executives if they expected increases, decreases or no

changes in second-quarter sales, profits, prices, employment, inventories and new orders.

Regarding expectations for increased sales, 72 percent of the executives surveyed said that they expect higher sales in the second quarter, up from 68 percent in the first quarter. A breakdown of the results by industry sector showed that manufacturers of durable goods were the most optimistic, with 75 percent forecasting gains in sales, an increase of six percentage points over the last quarter. In contrast, manufacturers of non-durables were the least optimistic regarding increased sales, down three percentage points to 75 in the second quarter.

The overall outlook for increased profits rose in the second quarter, with 67 percent of the firms expecting gains versus 62 percent in the first quarter. Retailers expressed the most optimism, with 66 percent forecasting increases, up from 58 percent in the preceding quarter. The outlook for profits among wholesalers increased six percentage points to 64 percent. Meanwhile, the percentage of manufacturers of non-durable goods expecting higher profits in the second quarter fell to 68 percent from 71 percent in the first quarter.

"Retailers are increasing inventories in the second quarter because they expect higher sales," said Duncan. "This is particularly encouraging after soft retail sales in January and February."

The percentage of firms planning to build their inventories increased slightly in the second quarter, rising to 34 percent

from 33 percent in the first quarter. Thirty-six percent of the retail firms surveyed plan to increase their inventories, compared with 31 percent in the preceding quarter. The percentage of wholesalers expecting to increase their inventories rose to 33 percent from 30 percent. Only non-durable goods manufacturers said they expect to decrease their inventories. Manufacturers of durable goods expect inventories to remain unchanged during the second quarter.

The percentage of firms expecting to increase prices in the second quarter increased four percentage points from 30 percent in the first quarter. The largest increase in expectations for higher prices occurred among manufacturers of non-durable goods, 36 percent predicting markups in the second quarter compared with 27 percent in the first quarter.

Regarding employment, the percentage of firms planning to add workers in the second quarter rose to 27 percent from 24 percent in the first quarter; the percentage of those planning cutbacks remained unchanged at six percent. The largest expected increase in new jobs occurred in the retail and wholesale sectors, which rose five percentage points to 21 percent and four percentage points to 24 percent, respectively.

Expectations for new orders by manufacturers of durable goods increased to 73 percent from 70 percent in the preceding quarter. Expectations for new orders among non-durable manufacturers dropped to 69 percent from 72 percent, while those expecting decreases in new orders rose three percentage points to five percent.

The accompanying charts illustrate Dun & Bradstreet's quarterly optimism indices for sales, profits and employment (the indices are calculated by subtracting the percentage of respondents expecting decreases from the percentage expecting increases; the percentage forecasting "no change" have no influence on the indices) for the period 1980 through the second quarter of 1986. While these indices have declined from the near-record levels reached in 1984, optimism remains relatively high compared with the overall trends in the index in recent years.

The Dun & Bradstreet Corporation is the world's largest producer and marketer of business information and related services, with worldwide operating revenues of nearly $2.8 billion in 1985.

(See Attached Tables)

SURVEY OF BUSINESS EXPECTATIONS
Conducted by The Dun & Bradstreet Corporation

WHAT BUSINESS EXECUTIVES EXPECT FOR THE
SECOND QUARTER OF 1986 COMPARED WITH THE SECOND QUARTER OF 1985

(Interview Period: February 10 to 21, 1986)

		All Firms	All Manufacturers	Manufacturers Durables	Manufacturers Non-Durables	Wholesalers	Retailers
Net Sales	Number Reporting:	1,465	661	462	199	472	332
	% Expecting -- Increase	72%	75%	75%	75%	70%	68%
	% Expecting -- No Change	23%	20%	19%	21%	26%	26%
	% Expecting -- Decrease	5%	5%	6%	4%	4%	6%
Net Profits	Number Reporting:	1,419	640	446	194	454	325
	% Expecting -- Increase	67%	69%	69%	68%	64%	66%
	% Expecting -- No Change	28%	26%	25%	27%	31%	28%
	% Expecting -- Decrease	5%	5%	6%	5%	5%	6%
Selling Prices	Number Reporting:	1,421	636	446	190	455	330
	% Expecting -- Increase	34%	35%	35%	36%	34%	31%
	% Expecting -- No Change	61%	60%	60%	59%	61%	63%
	% Expecting -- Decrease	5%	5%	5%	5%	5%	6%
Inventories*	Number Reporting:	1,427	642	446	196	456	329
	% Expecting -- Increase	34%	34%	35%	34%	33%	36%
	% Expecting -- No Change	49%	50%	48%	52%	51%	43%
	% Expecting -- Decrease	17%	16%	17%	14%	16%	21%
Employees*	Number Reporting:	1,449	651	453	198	467	331
	% Expecting -- Increase	27%	32%	35%	23%	24%	21%
	% Expecting -- No Change	67%	61%	57%	71%	71%	74%
	% Expecting -- Decrease	6%	7%	8%	6%	5%	5%
New Orders	Number Reporting:		635	449	186		
	% Expecting -- Increase		72%	73%	69%		
	% Expecting -- No Change		22%	21%	26%		
	% Expecting -- Decrease		6%	6%	5%		

* End of Quarter

Source: The Dun & Bradstreet Corporation
Economic Analysis Department

THE DUN & BRADSTREET CORPORATION - Economic Analysis Department

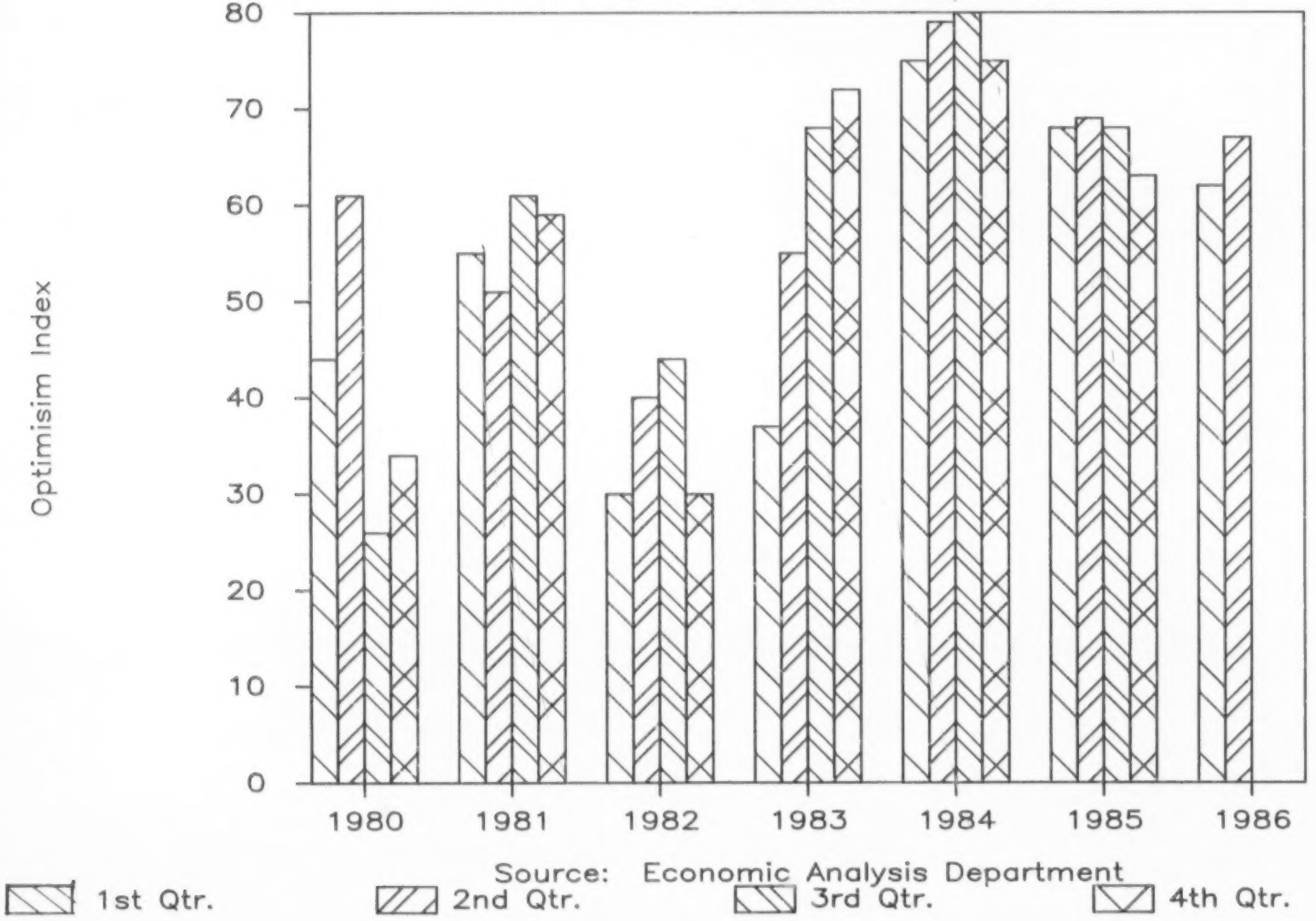
BUSINESS EXPECTATIONS - ALL CONCERNS

Optimism Index - 1980Q1 to 1986Q2

	SALES	PROFITS	PRICES	INVENTORIES	EMPLOYEES
86Q2	67	62	29	17	21
86Q1	62	55	26	16	18
85Q4	63	54	25	17	17
85Q3	68	62	32	23	18
85Q2	69	62	37	31	24
85Q1	68	61	36	27	19
84Q4	75	68	41	32	25
84Q3	80	75	50	40	27
84Q2	79	73	50	41	27
84Q1	75	67	43	33	24
83Q4	72	62	40	28	20
83Q3	68	59	39	24	18
83Q2	55	46	32	16	12
83Q1	37	29	33	5	1
82Q4	30	20	37	0	-4
82Q3	44	32	28	11	2
82Q2	40	31	55	13	2
82Q1	30	22	61	8	1
81Q4	59	44	70	27	10
81Q3	61	47	79	31	12
81Q2	51	38	78	22	8
81Q1	55	40	78	26	13
80Q4	34	22	74	11	1
80Q3	26	18	69	6	4
80Q2	61	46	82	39	13
80Q1	44	32	77	23	9

Business Expectations — Sales

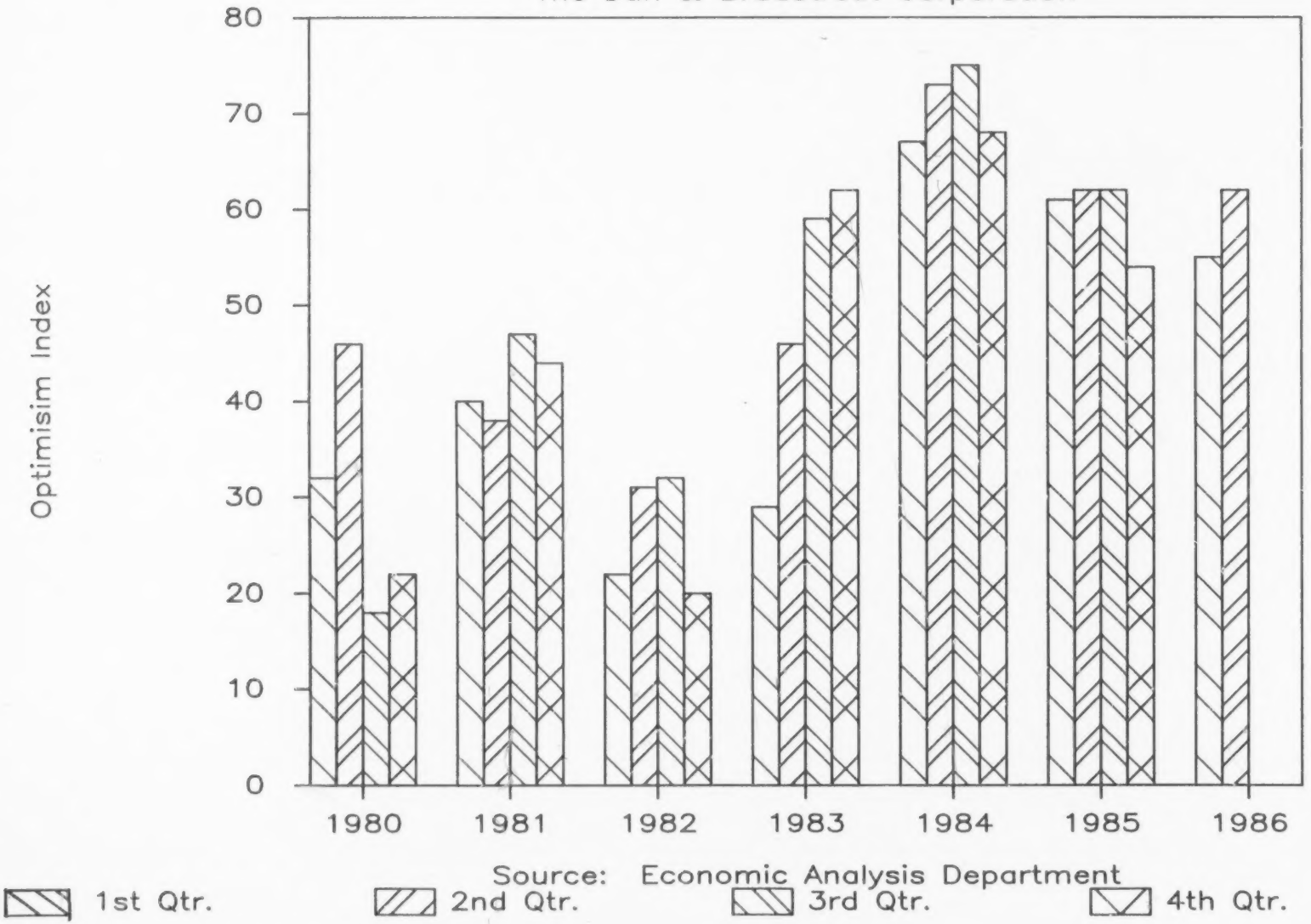
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

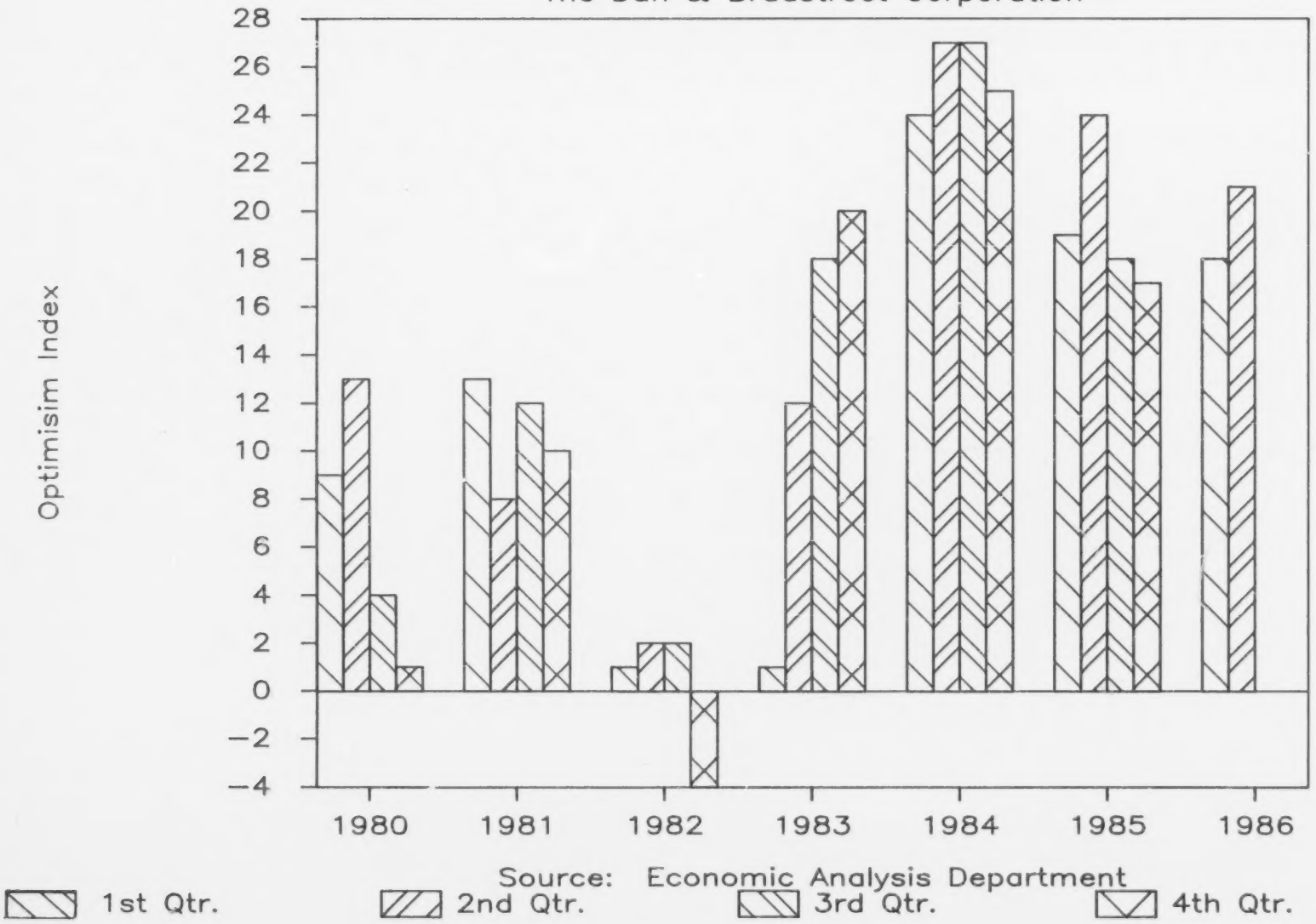
Business Expectations — Profits

The Dun & Bradstreet Corporation



Business Expectations — Employment

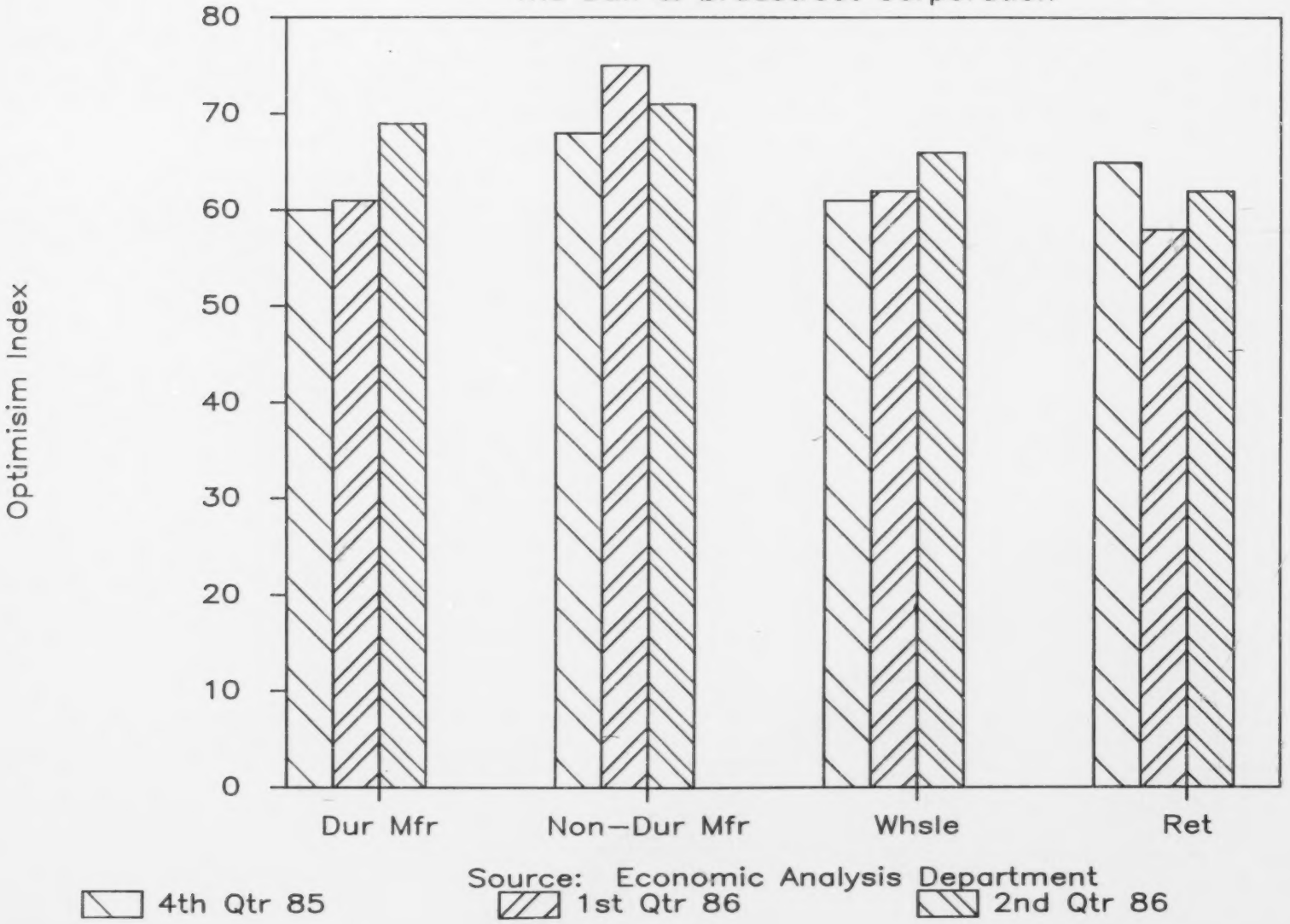
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

D&B – Sales Optimism Index

The Dun & Bradstreet Corporation



Source: Economic Analysis Department

March 20, 1986
(0532)

The Dun & Bradstreet Corporation

C3150-4

The Dun & Bradstreet Business Expectations Survey

Prepared by the Economic Analysis Department

Business Expectations
Vol. 27, No.3
3rd Quarter 1986

News

For Immediate Release

Contact: Reid H. Gearhart (212) 593-6727

BUSINESS EXPECTATIONS FOR THE THIRD QUARTER
REFLECT CONTINUED OPTIMISM

RETAILERS AND NON-DURABLE GOODS MANUFACTURERS
MOST OPTIMISTIC ABOUT SALES AND PROFITS

NEW YORK, June 30--Business optimism for the third quarter remains high, according to the latest nationwide quarterly survey of business expectations by The Dun & Bradstreet Corporation.

The current forecast reaffirms the positive change in the outlook noted in Dun & Bradstreet's second quarter survey, when optimism jumped significantly after two quarters of relatively subdued expectations.

"Business leaders are relatively confident about the outlook for the economy, and this confidence is reflected in the latest results of our survey of expectations," said Joseph W. Duncan, corporate economist and chief statistician of The Dun & Bradstreet Corporation. "Consumer spending remains strong, worries

over the federal deficit are easing and most people believe that the proposed tax-reform bills would have a favorable impact on the overall economy. All of these factors have helped to boost optimism."

In the survey, Dun & Bradstreet asked 1,433 business executives if they expected increases, decreases or no change in third-quarter sales, profits, prices, employment, inventories and new orders.

Some 73 percent of the executives surveyed said they expect higher sales in the third quarter, a slight gain over the 72 percent in the second quarter. A breakdown of the results by industry sector showed that manufacturers of non-durable goods were the most optimistic, with 79 percent forecasting gains in sales, up four percentage points over the last quarter. Optimism among retailers increased sharply, rising nine percentage points to 77 percent. Wholesalers were the least optimistic, with 69 percent predicting higher sales.

The overall outlook for increased profits in the third quarter also rose, with 69 percent of the firms expecting gains, compared with 67 percent in the second quarter. Manufacturers of non-durable goods were again the most optimistic, with 72 percent forecasting increases, up from 68 percent in the preceding quarter. Profits optimism also increased among wholesalers and retailers, rising four percentage points each to 68 percent and 70 percent, respectively. The profits outlook was unchanged among manufacturers of durable goods.

Current survey results continue to underscore the lack of inflationary pressures in the economy. The percentage of firms

expecting to increase prices in the third quarter dropped two percentage points to 32 percent. The largest decline in expectations of higher prices occurred among manufacturers of non-durable goods, with 30 percent predicting price increases in the third quarter, compared with 36 percent in the second quarter.

The percentage of firms planning to build their inventories increased three percentage points to 37 percent in the third quarter. Retailers expect to do the most inventory building, with 42 percent forecasting larger inventories in the third quarter, up six percentage points over the previous quarter.

Regarding employment, the percentage of firms planning to add workers in the third quarter fell to 25 percent from 27 percent in the second quarter. Manufacturers of durable goods expressed the most optimism, with 31 percent expecting to hire additional employees, but the figure was down from 35 percent in the preceding quarter.

Non-durable manufacturers' expectations for new orders increased to 76 percent from 69 percent in the second quarter. Moreover, the percentage of non-durable manufacturers expecting decreases in new orders dropped to three percent from five percent in the previous quarter. Expectations for new orders among durable manufacturers declined slightly to 72 percent from 73 percent in the second quarter.

The accompanying charts illustrate Dun & Bradstreet's quarterly optimism indices for sales, profits and employment (the indices are calculated by subtracting the percentage of respondents expecting decreases from the percentage expecting

increases; the percentage forecasting "no change" have no influence on the indices) for the period 1980 through the third quarter 1986. While these indices are down from the near-record levels reached during the boom year 1984, current levels of optimism are quite high compared with the levels of the indices earlier in the decade.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and services with worldwide revenue of nearly $2.8 billion in 1985.

(See Attached Tables)

SURVEY OF BUSINESS EXPECTATIONS
Conducted by The Dun & Bradstreet Corporation

WHAT BUSINESS EXECUTIVES EXPECT FOR THE
THIRD QUARTER OF 1986 COMPARED WITH THE THIRD QUARTER OF 1985

(Interview Period: May 12 to 23, 1986)

		All Firms	All Manufacturers	Durables	Non-Durables	Wholesalers	Retailers
Net Sales	Number Reporting:	1,433	641	433	208	438	354
	% Expecting -- Increase	73%	74%	72%	79%	69%	77%
	% Expecting -- No Change	20%	21%	22%	19%	20%	15%
	% Expecting -- Decrease	7%	5%	6%	2%	11%	8%
Net Profits	Number Reporting:	1,379	617	413	204	424	338
	% Expecting -- Increase	69%	70%	69%	72%	68%	70%
	% Expecting -- No Change	24%	23%	22%	25%	24%	23%
	% Expecting -- Decrease	7%	7%	9%	3%	8%	7%
Selling Prices	Number Reporting:	1,401	625	423	202	429	347
	% Expecting -- Increase	32%	31%	30%	30%	32%	33%
	% Expecting -- No Change	62%	63%	63%	66%	60%	63%
	% Expecting -- Decrease	6%	6%	7%	4%	8%	4%
Inventories*	Number Reporting:	1,422	637	429	208	431	354
	% Expecting -- Increase	37%	36%	36%	36%	34%	42%
	% Expecting -- No Change	46%	48%	47%	50%	50%	40%
	% Expecting -- Decrease	17%	16%	17%	14%	16%	18%
Employees*	Number Reporting:	1,431	639	432	207	437	355
	% Expecting -- Increase	25%	28%	31%	24%	22%	23%
	% Expecting -- No Change	68%	64%	60%	70%	70%	71%
	% Expecting -- Decrease	7%	8%	9%	6%	8%	6%
New Orders	Number Reporting:		617	422	195		
	% Expecting -- Increase		73%	72%	76%		
	% Expecting -- No Change		23%	23%	21%		
	% Expecting -- Decrease		4%	5%	3%		

* End of Quarter

Source: The Dun & Bradstreet Corporation
Economic Analysis Department

THE DUN & BRADSTREET CORPORATION - Economic Analysis Department

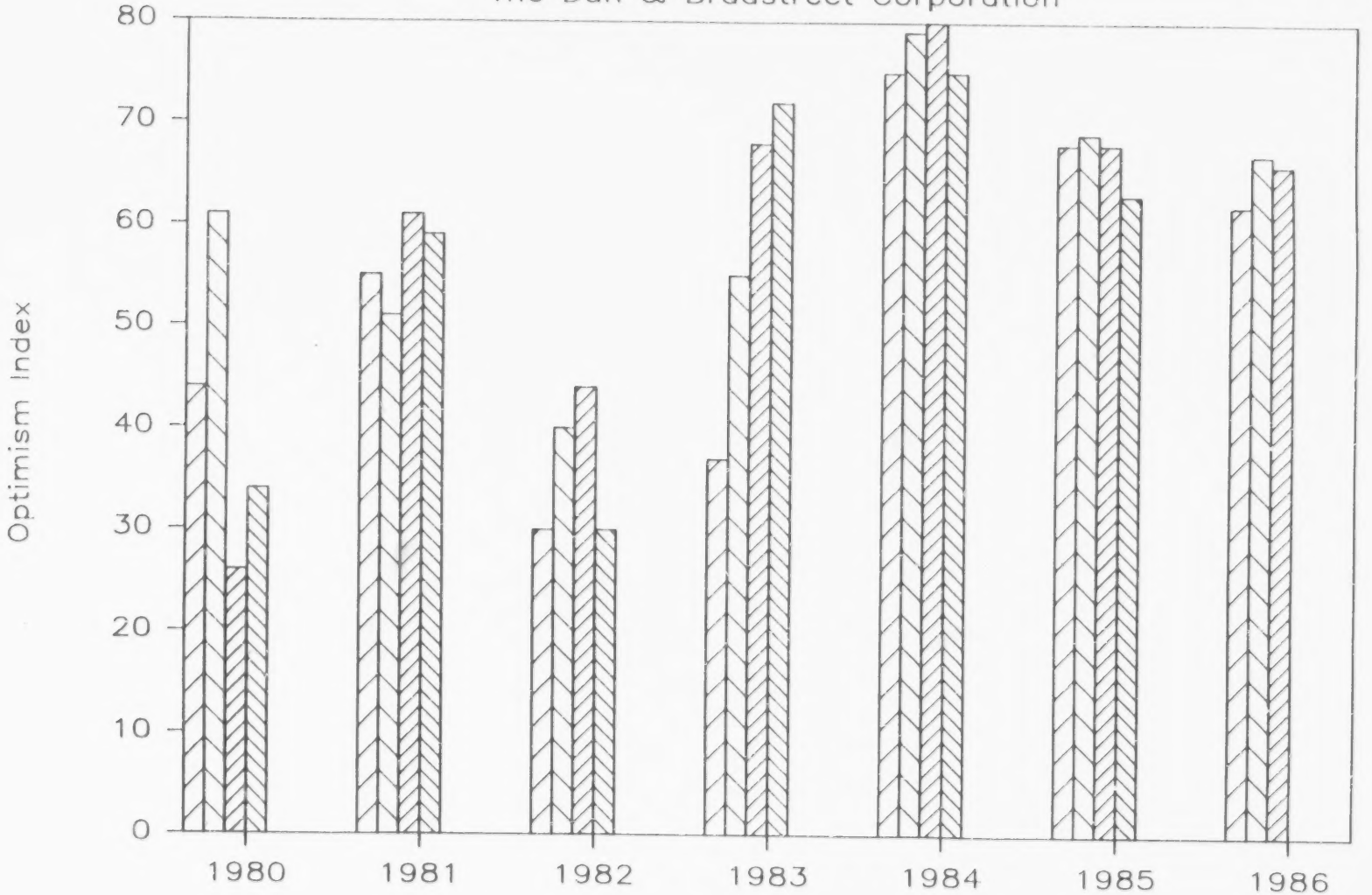
BUSINESS EXPECTATIONS - ALL CONCERNS

Optimism Index - 1980Q1 to 1986Q3

	SALES	PROFITS	PRICES	INVENTORIES	EMPLOYEES
86Q3	66	62	26	20	18
86Q2	67	62	29	17	21
86Q1	62	55	26	16	18
85Q4	63	54	25	17	17
85Q3	68	62	32	23	18
85Q2	69	62	37	31	24
85Q1	68	61	36	27	19
84Q4	75	68	41	32	25
84Q3	80	75	50	40	27
84Q2	79	73	50	41	27
84Q1	75	67	43	33	24
83Q4	72	62	40	28	20
83Q3	68	59	39	24	18
83Q2	55	46	32	16	12
83Q1	37	29	33	5	1
82Q4	30	20	37	0	-4
82Q3	44	32	28	11	2
82Q2	40	31	55	13	2
82Q1	30	22	61	8	1
81Q4	59	44	70	27	10
81Q3	61	47	79	31	12
81Q2	51	38	78	22	8
81Q1	55	40	78	26	13
80Q4	34	22	74	11	1
80Q3	26	18	69	6	4
80Q2	61	46	82	39	13
80Q1	44	32	77	23	9

Business Expectations — Sales

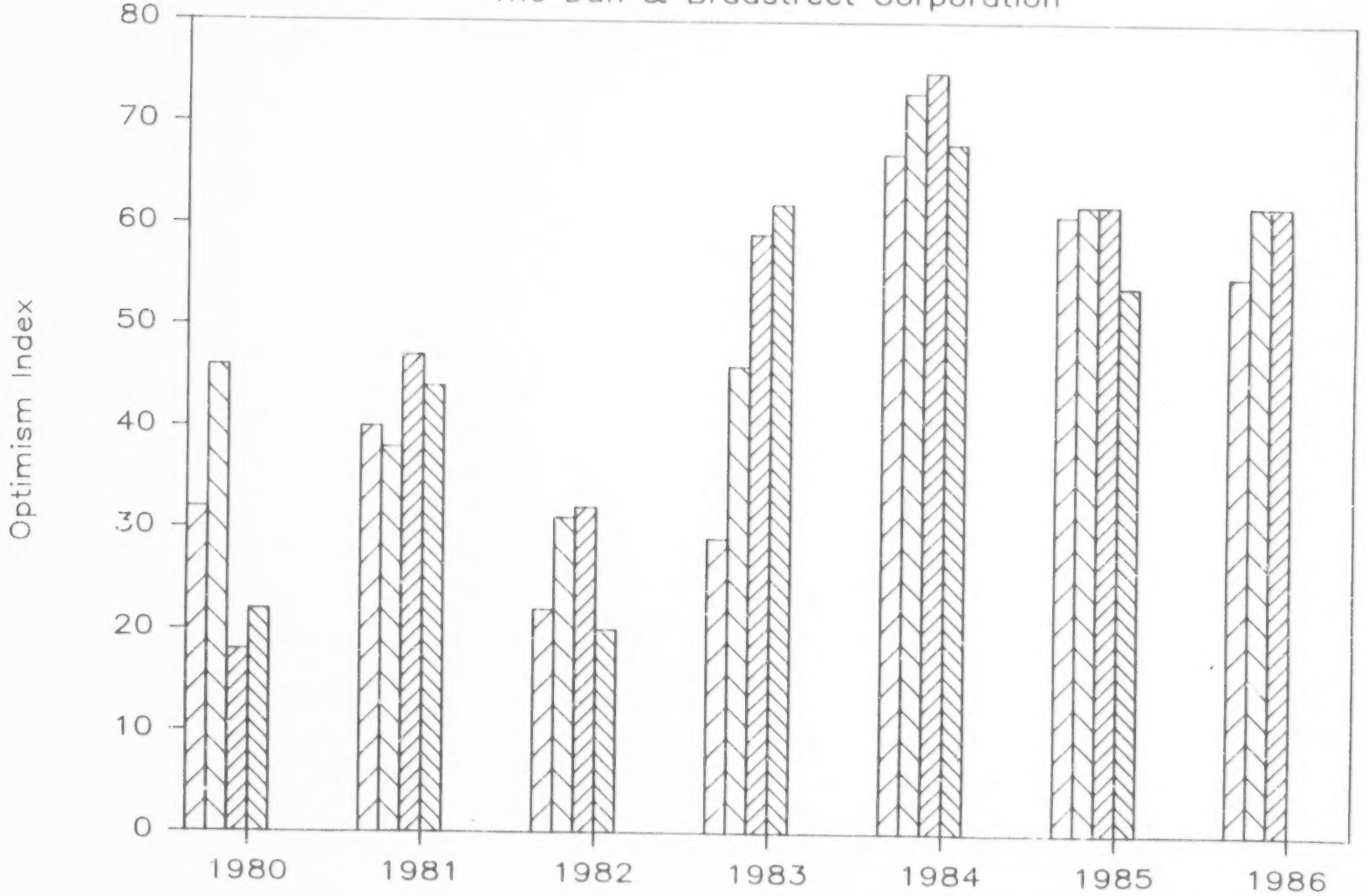
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

Business Expectations — Profits

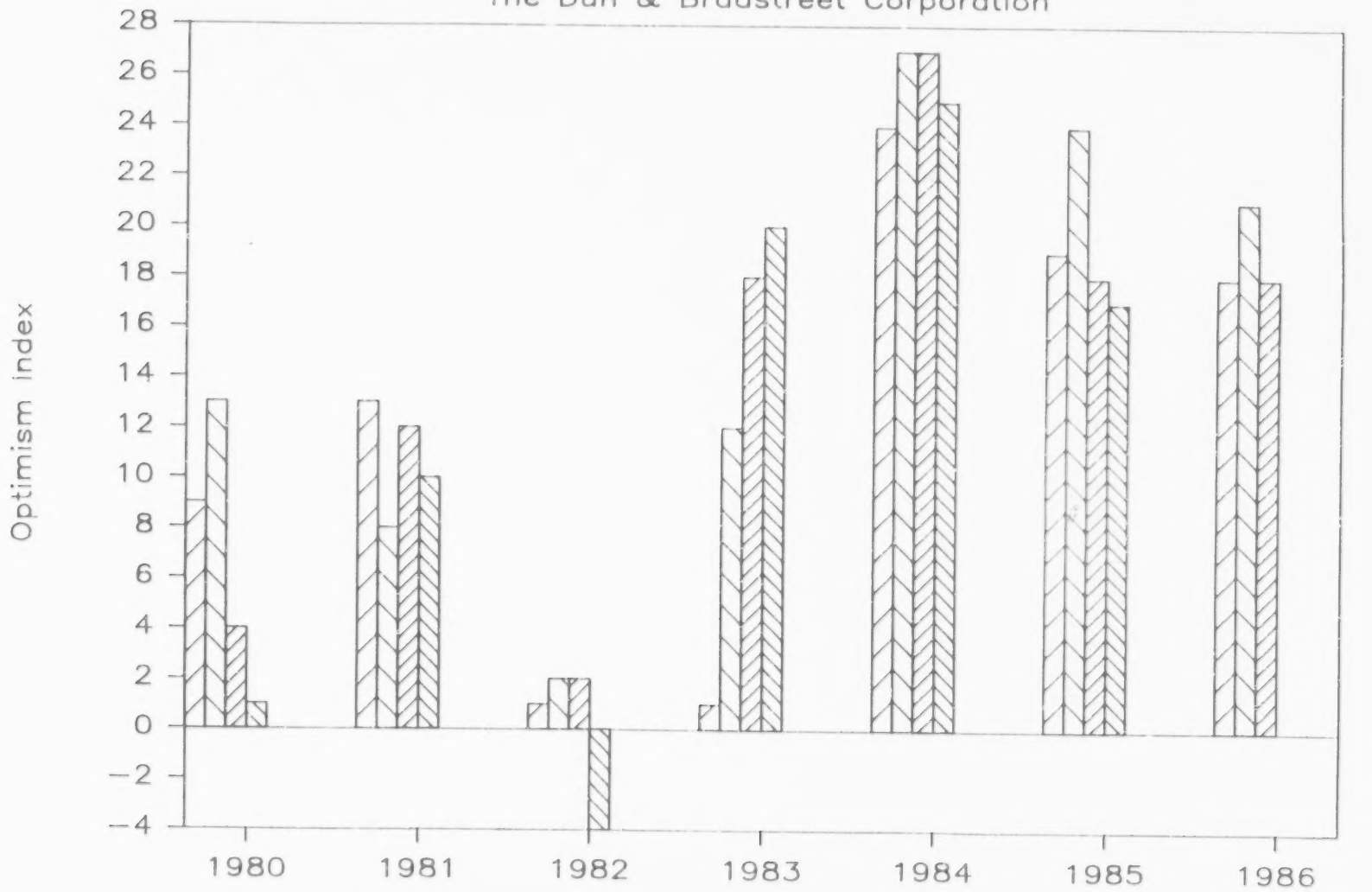
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

Business Expectations — Employment

The Dun & Bradstreet Corporation

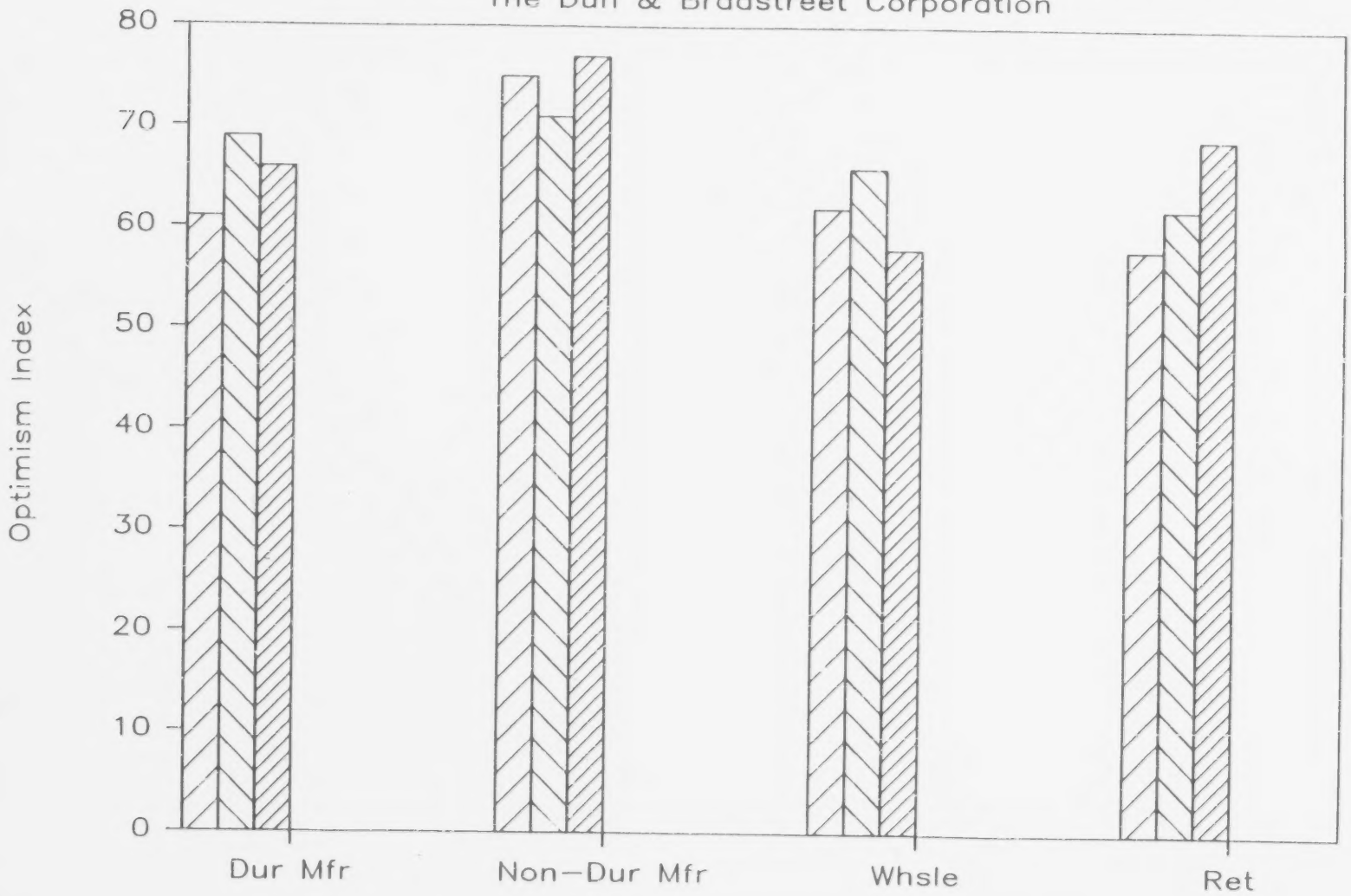


Source: Economic Analysis Department

1st Qtr. 2nd Qtr. 3rd Qtr. 4th Qtr.

D&B — SALES OPTIMISM INDEX

The Dun & Bradstreet Corporation



Source: Economic Analysis Department

June 30, 1986
(1431)

The Dun & Bradstreet Corporation

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News

For Immediate Release

Contact: Reid H. Gearhart, (212) 593-6727

FOURTH-QUARTER BUSINESS EXPECTATIONS DECLINE
AS OPTIMISM DROPS SHARPLY IN OIL-PRODUCING STATES

NEW YORK, Oct. 2--Business expectations for the fourth quarter are at the lowest point since the first quarter of this year as a result of a sharp drop in optimism in the nation's oil-producing states, according to the latest quarterly survey of nearly 1,500 business executives by The Dun & Bradstreet Corporation.

"From an economic standpoint, the U.S. currently has a split personality," said Joseph W. Duncan, corporate economist and chief statistician for The Dun & Bradstreet Corporation. "Optimism is down in the South Central states, particularly Texas, and this has had a negative impact on the overall results of our latest survey."

Duncan noted that levels of optimism in the rest of the country remained essentially unchanged compared with

the preceding two quarters, excluding the results from the South Central states.

In the survey, Dun & Bradstreet asked 1,496 business executives if they expected increases, decreases or no changes in fourth-quarter sales, profits, prices, employment, inventories and new orders.

Some 70 percent of the executives surveyed said they expect higher sales in the fourth quarter, a slight decline from the 73 percent in the third quarter. The results by industry sector showed that manufacturers of durable goods were slightly less optimistic, with only 68 percent forecasting gains in sales, a decline of four percentage points from the third quarter. Optimism among manufacturers of non-durable goods declined the most, dropping seven percentage points to 72. Wholesalers maintained their position on anticipated sales; for the second quarter in a row, 69 percent of them said they expect an increase.

The overall outlook for increased profits declined in the fourth quarter, with 66 percent of the executives expecting gains as compared with 69 percent in the third quarter of this year. Wholesalers were the most optimistic, with 67 percent anticipating gains, down only one percentage point from the previous quarter. Manufacturers of non-durable goods were the least optimistic about profits for the coming quarter, with 64 percent calling for increases, a decline of eight percentage points from the previous quarter.

Expectations for higher prices continued to reflect a lack of inflationary pressures within the economy. The percentage of

firms expecting to increase prices dropped three percentage points to 29 percent. The largest decline in expectations of higher prices came among manufacturers, down five percentage points to 26 percent.

The percentage of firms planning to increase their inventories dropped four percentage points to 33 percent in the fourth quarter. Durable goods manufacturers experienced the greatest decline among those expecting higher inventories, down six percentage points to 30 percent in the coming quarter.

The overall expectations for new employment remained constant from the third quarter to the fourth, with 25 percent of the executives indicating they intend to add new employees. Expectations were down, however, among both durable goods and non-durable goods manufacturers, off one percent and three percent, respectively. In the wholesaling sector, 23 percent of the executives polled said they expected to hire more employees in the fourth quarter, a gain of one percentage point over the third quarter.

Regarding new orders, 64 percent of executives from manufacturing firms anticipated an increase in new orders for the fourth quarter, a nine percentage point decline from the previous quarter.

The accompanying charts illustrate Dun & Bradstreet's quarterly optimism indices for sales, profits and employment for the period 1980 through 1986. (The indices are calculated by subtracting the percentage of respondents expecting decreases from the percentage expecting increases. The percentage forecasting

"no change" have no influence on the indices.) While these indices are down from the near-record levels reached during the boom year 1984, the current levels of optimism remain quite high compared with the levels of the indices earlier in the decade.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and services, with worldwide revenue of nearly $2.8 billion in 1985.

(See Attached Tables)

SURVEY OF BUSINESS EXPECTATIONS

Conducted by The Dun & Bradstreet Corporation

WHAT BUSINESS EXECUTIVES EXPECT FOR THE
FOURTH QUARTER OF 1986 COMPARED WITH THE FOURTH QUARTER OF 1985

(Interview Period: August 11 to 22, 1986)

		All Firms	All Manufacturers	Manufacturers Durables	Manufacturers Non-Durables	Wholesalers	Retailers
Net Sales	Number Reporting:	1,496	627	464	163	523	346
	% Expecting -- Increase	70%	69%	68%	72%	69%	75%
	% Expecting -- No Change	21%	21%	21%	19%	22%	17%
	% Expecting -- Decrease	9%	10%	11%	9%	9%	8%
Net Profits	Number Reporting:	1,437	602	447	155	504	331
	% Expecting -- Increase	66%	63%	63%	64%	67%	64%
	% Expecting -- No Change	25%	25%	25%	24%	26%	24%
	% Expecting -- Decrease	9%	12%	12%	12%	7%	12%
Selling Prices	Number Reporting:	1,458	612	453	159	509	337
	% Expecting -- Increase	29%	26%	26%	27%	30%	32%
	% Expecting -- No Change	64%	66%	66%	65%	63%	63%
	% Expecting -- Decrease	7%	8%	8%	8%	7%	5%
Inventories*	Number Reporting:	1,481	623	461	162	514	344
	% Expecting -- Increase	33%	30%	30%	31%	32%	40%
	% Expecting -- No Change	48%	52%	52%	50%	49%	41%
	% Expecting -- Decrease	19%	18%	18%	19%	19%	19%
Employees*	Number Reporting:	1,494	629	463	166	521	344
	% Expecting -- Increase	25%	29%	30%	27%	23%	21%
	% Expecting -- No Change	67%	62%	60%	65%	69%	74%
	% Expecting -- Decrease	8%	9%	10%	8%	8%	5%
New Orders	Number Reporting:		591	440	151		
	% Expecting -- Increase		64%	63%	68%		
	% Expecting -- No Change		27%	27%	27%		
	% Expecting -- Decrease		9%	10%	5%		

* End of Quarter

Source: The Dun & Bradstreet Corporation
Economic Analysis Department

THE DUN & BRADSTREET CORPORATION - Economic Analysis Department

BUSINESS EXPECTATIONS - ALL CONCERNS

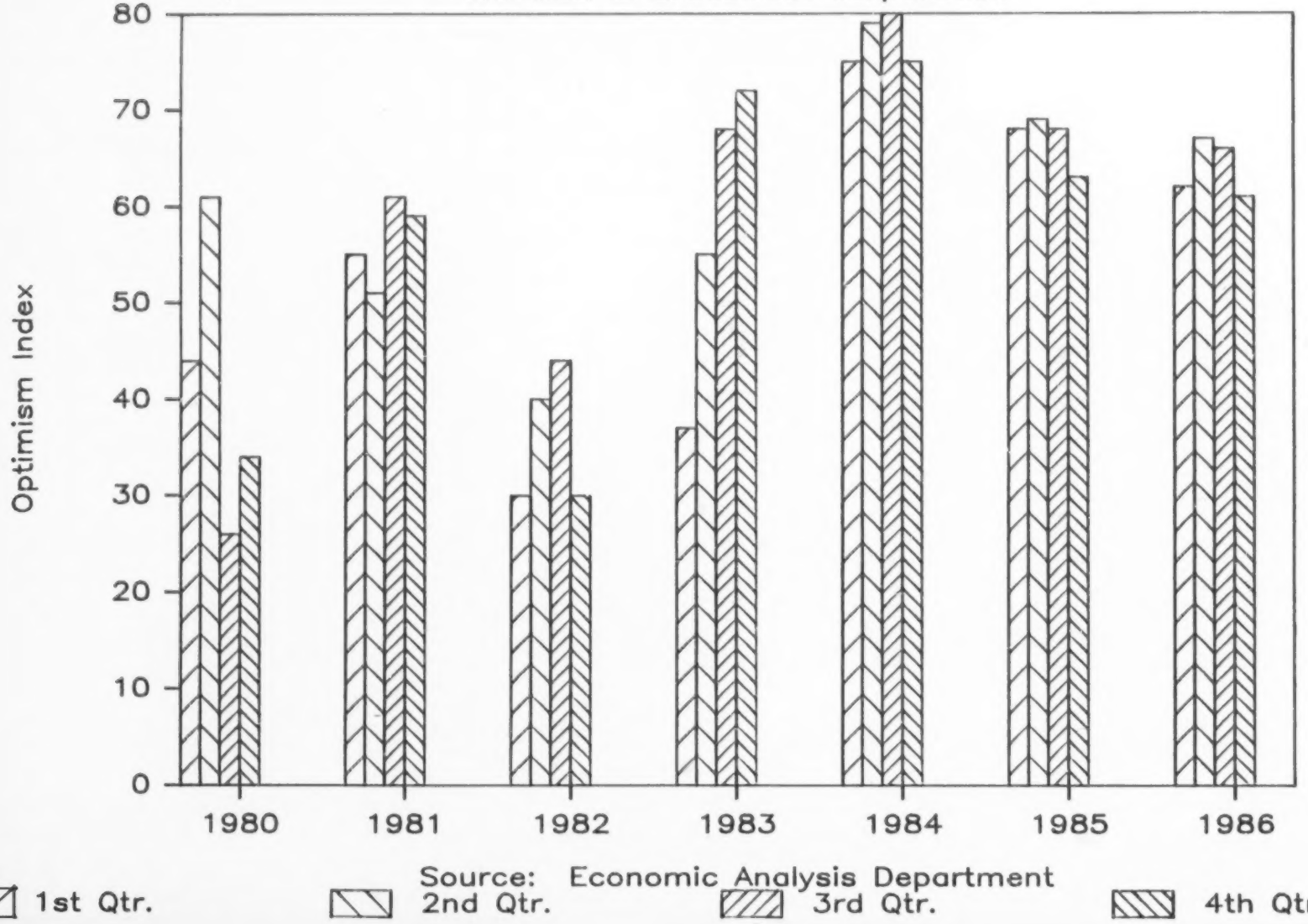
Optimism Index - 1980Q1 to 1986Q4

	SALES	PROFITS	PRICES	INVENTORIES	EMPLOYEES
86Q4	61	57	22	14	17
86Q3	66	62	26	20	18
86Q2	67	62	29	17	21
86Q1	62	55	26	16	18
85Q4	63	54	25	17	17
85Q3	68	62	32	23	18
85Q2	69	62	37	31	24
85Q1	68	61	36	27	19
84Q4	75	68	41	32	25
84Q3	80	75	50	40	27
84Q2	79	73	50	41	27
84Q1	75	67	43	33	24
83Q4	72	62	40	28	20
83Q3	68	59	39	24	18
83Q2	55	46	32	16	12
83Q1	37	29	33	5	1
82Q4	30	20	37	0	-4
82Q3	44	32	28	11	2
82Q2	40	31	55	13	2
82Q1	30	22	61	8	1
81Q4	59	44	70	27	10
81Q3	61	47	79	31	12
81Q2	51	38	78	22	8
81Q1	55	40	78	26	13
80Q4	34	22	74	11	1
80Q3	26	18	69	6	4
80Q2	61	46	82	39	13
80Q1	44	32	77	23	9

Source: The Dun & Bradstreet Corporation
Economic Analysis Department

Business Expectations — Sales

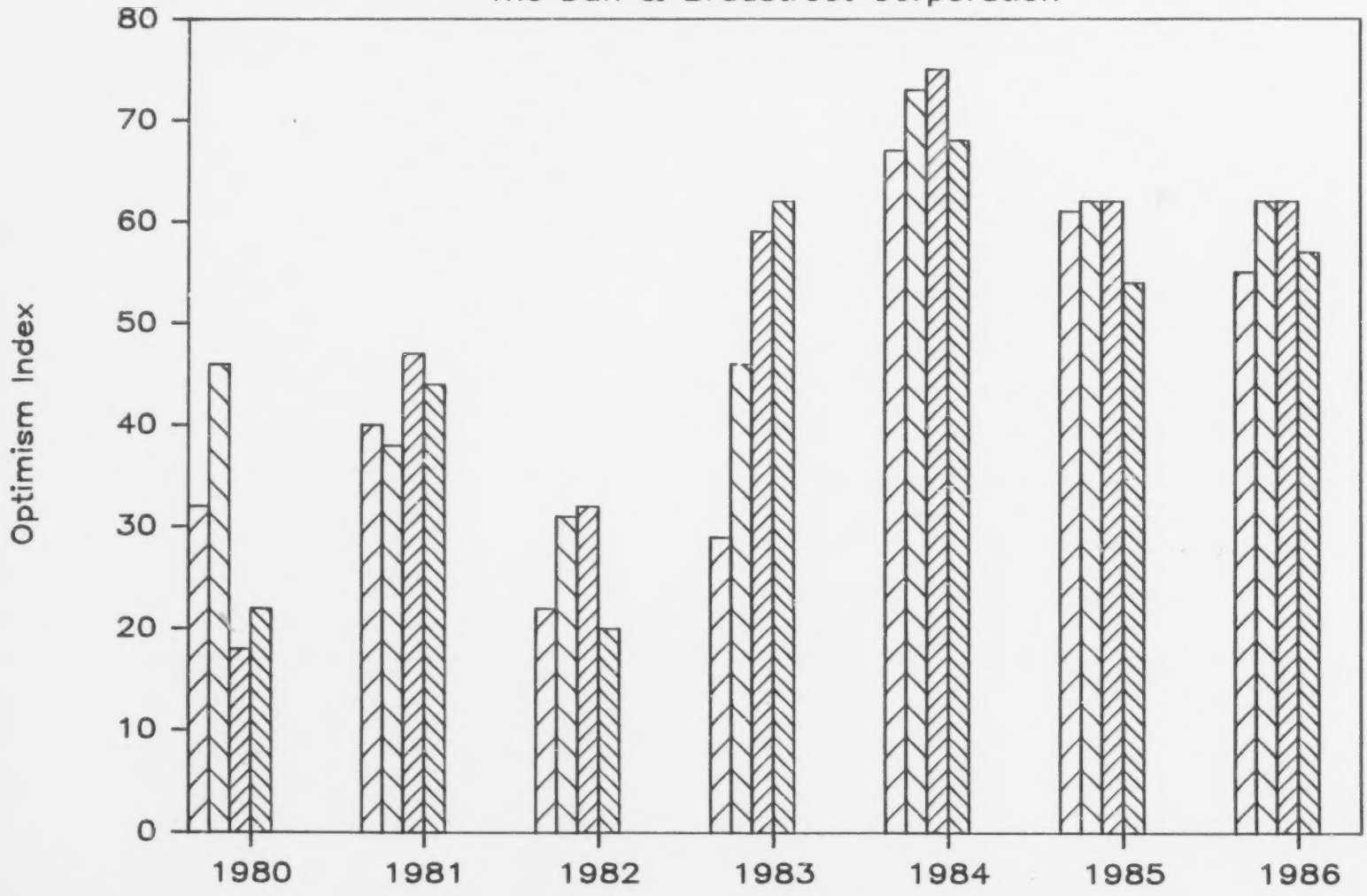
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

Business Expectations — Profits

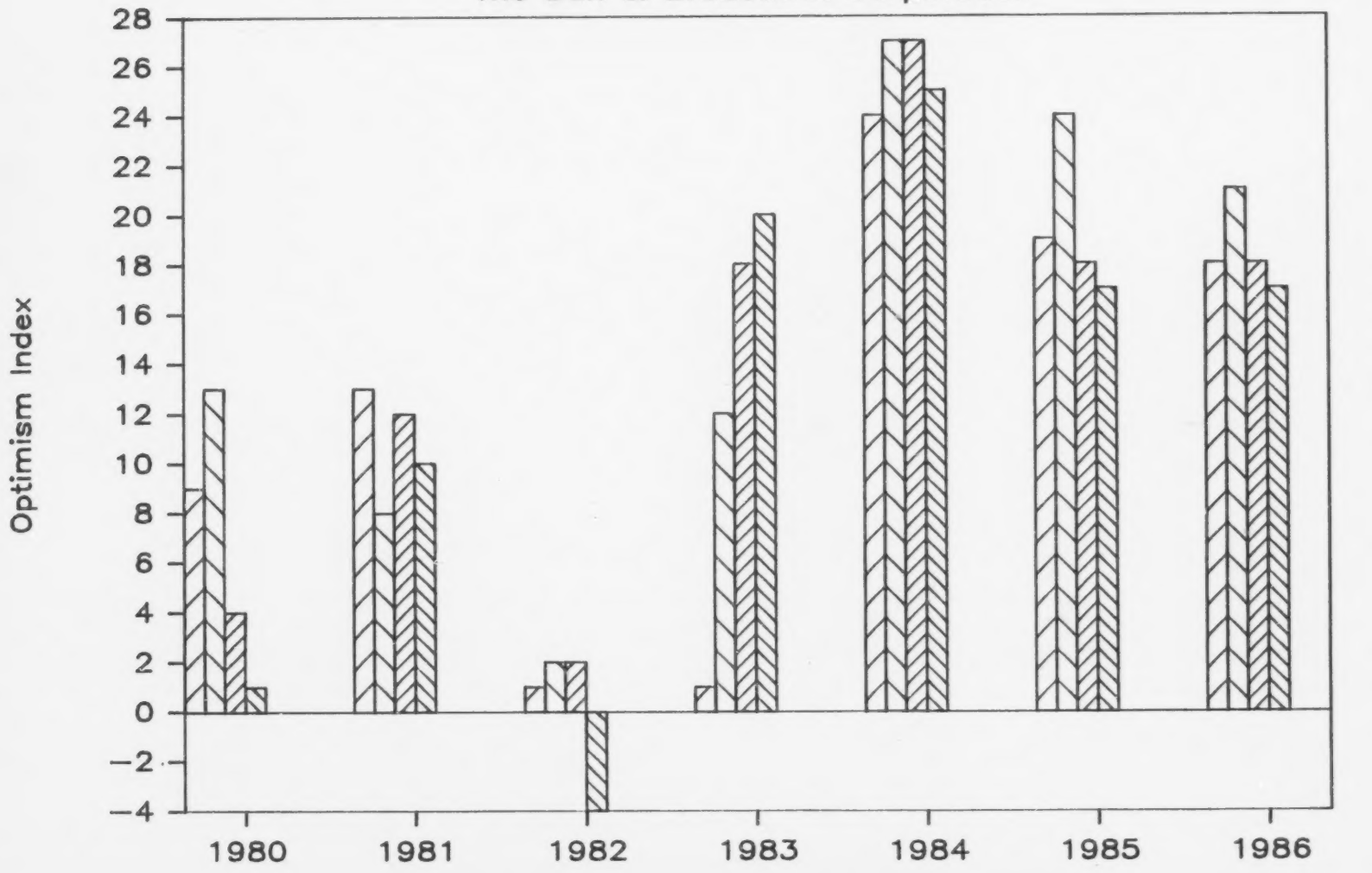
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

Business Expectations — Employment

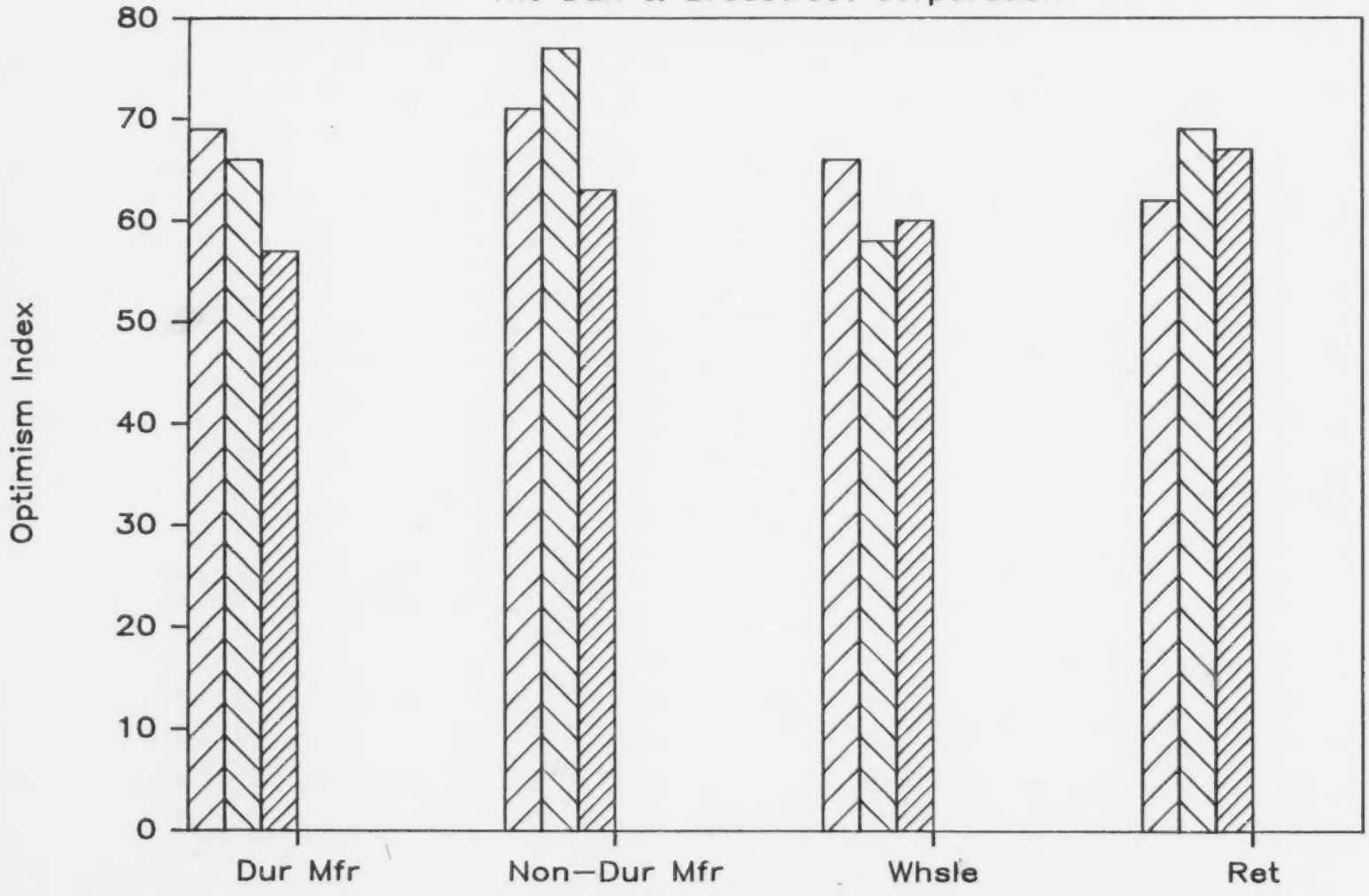
The Dun & Bradstreet Corporation



Source: Economic Analysis Department

D&B — SALES OPTIMISM INDEX

The Dun & Bradstreet Corporation



Source: Economic Analysis Department

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